



Ulster Bank



— 1854 - 2024 —
CELEBRATING
170 YEARS

TERMS & CONDITIONS FOR BALMORAL SHOW 2024 MEDIA ACCREDITATION

- Media accreditation will only be granted to members of the media who will be producing substantial coverage of the Show and/or previewed the event.
- Social influencers, people writing for personal blogs, or unrelated publications will not be considered for accreditation. No PR/marketing/advertising staff will be given press passes.
- Please note that applications submitted from freelancers without a firm paid commission and without their editor's contact details will not be considered.
- Accredited media should be supplying images for editorial purposes only, and those uploading entire albums of Balmoral Show images online (including social media pages) for members of the public to purchase will have their accreditation revoked.
- All interviews must be set up via the Balmoral Show Media Centre staff. When completing the online media accreditation application form - please state if interviews will be required during the week of the Show. Or contact gemma@ruas.org.uk to arrange pre-Show.
- Accreditation letters are non-transferable.
- Accreditation is entirely at the discretion of the event organisers, the Royal Ulster Agricultural Society (RUAS). Completion of the application process does not guarantee approval of application.

General Policy

Media wristbands will be issued to each member of the press. The holder of an authorised and un-tampered wristband will be entitled to come and go from the premises during the four days of the Show from Wednesday 15th – Saturday 18th May 2024.

Breach of Policy

Any person who is found to have tampered with a wristband will have their band removed immediately and will only be able to gain entry into the grounds by purchasing an appropriate admission ticket. Any attempt by a member of the Press to remove or pass on their wristband to another person will result in immediate suspension of their media accreditation.

For further information contact:

Gemma Dickey, Royal Ulster Agricultural Society, Eikon Exhibition Centre, Lisburn.

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